

Holeproof

THAT YOUR ROOFS MAY BE PERMANENT
AND DEPENDABLE



Manufactured by
THE STERLING PRODUCTS COMPANY

FOUNDED 1893
CLEVELAND, OHIO, U. S. A.

A Permanent Covering for New or Old Roofs

Holeproof



Holeproof forms a protective coating more than 20 times as thick as paint. For paper, composition, metal, concrete, felt and similar surfaces.



Holeproof keeps water and moisture from seeping in around flashings.



Resetting tile in Holeproof. This roofing surface buckled because no expansion joints of a plastic cement such as Holeproof were provided. Holeproof is elastic.



Using Holeproof to patch a hole in a tin roof, Quincy School, Cleveland.

Holeproof is a heavy plastic compound applied with a trowel or spreader. Upon application it quickly knits together in the form of a one piece coating extending over the entire roof. This coating is tough, rubbery and more than twenty times as thick as paint. The surface formed is smooth and even without a lap, joint, seam or nailhole through which water can seep, or where ice and frost can get a foothold.

In the manufacture of *Holeproof* the path of the builder of automobile tires is closely followed. The same principle of fabric reinforcement is adopted by the use of long, stable asbestos fibre. The same resilience, flexibility, and "knit together" qualities of rubber and fibre are approached by the fabrication of long, stable asbestos fibre thru pliable plastic gums.

After application *Holeproof* quickly films over with a tough surface film. This film stops the further evaporation and drying out of the oils, sealing them in and keeping the entire coating pliable, alive and elastic. The waterproofness and weathertightness of a section of the casing of an automobile tire is closely approached by the one piece seamless covering secured by the use of *Holeproof*.

HOLEPROOF GETS THE WEAR

In a roof coated with *Holeproof* the entire brunt of exposure, and the wear and tear of the elements is borne by *Holeproof*. The roofing foundation is completely protected. *Holeproof* with its tough, heavy coating, more than twenty times as thick as paint is well able to stand up under even the most severe conditions. Inasmuch as it is airtight, frostproof, and waterproof the roofing foundation is completely protected against every agent of decay. A good roof is well worthy of this protection—an old roof demands it.

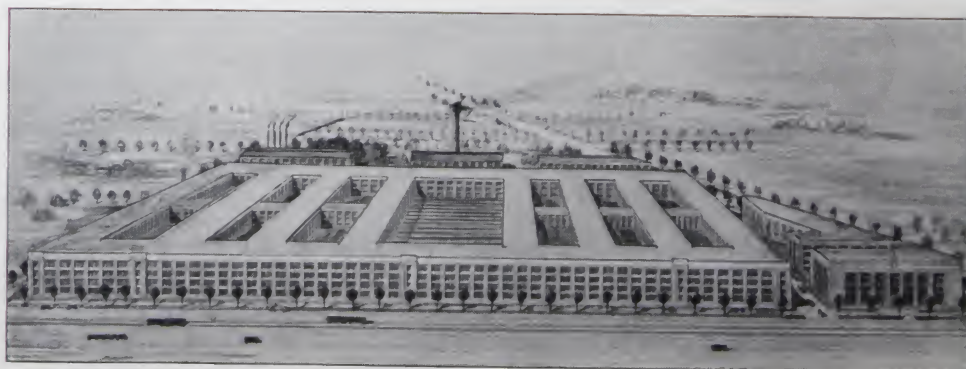
NEW ROOFS

The heavy waterproof and airtight coating formed by *Holeproof* seals in the waterproofing oils and prevents the drying out of new roofs of paper, felt, tar and gravel, composition and similar materials. Such roofs remain watertight only as long as the waterproofing oils used in their manufacture remain in them. Unless properly protected, upon exposure they quickly dry out, crumble, flake and if not taken care of go to pieces completely. *Holeproof* applied over such new roofs stands the brunt of exposure and completely protects the roofing foundation, keeping it permanently new. *Holeproof* gets the wear—not the foundation. And *Holeproof* is tough, sturdy and elastic enough to stand up under any exposure no matter how hard or severe. In the same manner *Holeproof* keeps tin and metal roofs from rusting or growing old.

OLD ROOFS

Roofing surfaces that have begun to dry out and go to pieces can be renewed and resurfaced with *Holeproof*. *Holeproof* penetrates deeply, filling the porous foundation with heavy waterproof oils which impart new life and pliability. A heavy exposureproof coating is also formed over the entire roof stopping leaks, bearing the brunt of exposure, and shielding the roof from further decay.

Worn out leaky old roofs—roofs that are apparently beyond repair—can be made perfectly weathertight and frequently better than new by an application of *Holeproof*. Better than new—because the old roof is there with its original pliability restored, and shielded from exposure and wear by a coating of *Holeproof*.



The Paige Detroit Motor Car Company of Detroit whose plant this is, as well as the Geo. E. Keith Company who make Walk-Over Shoes and whose plants are pictured on the cover of this pamphlet, are users of *Holeproof*.

Holeproof

Stops Leaks and Strengthens Weak Spots in Roofs.

By far the great majority of leaks in roofs are located in gutters and ashings. It is in these points that weaknesses in roofs first show themselves. *Holeproof* applied in the gutters and drains, and over flashings and counterflashings will in most cases eliminate the leaks and prevent the appearance of new ones.

Other weak points in the roof can be quickly made whole again with a coating of *Holeproof*. Leaks that develop in the midst of storms can be stopped immediately with *Holeproof*—for it can be made to stick even when applied in a drenching rain.

HOLEPROOF AND CONCRETE ROOFS

Concrete offers one of the most difficult types of roof to surface permanently. The degree to which it expands and contracts in temperature changes quickly plays havoc with most surfacing materials. The permanent elasticity of *Holeproof* however makes it peculiarly satisfactory for use under these conditions. As the concrete expands in warm weather *Holeproof* expands with it, and as the concrete contracts with the cold, *Holeproof* contracts. The hairline cracks that may occur as the concrete dries out and grows older are automatically sealed by the plastic *Holeproof*. Cracks in old concrete are effectively plugged and made weathertight.

When used on concrete, *Holeproof* is used over a primer of Sterling Bond. The primer seals the pores in the masonry and prevents the absorption of the oils from *Holeproof* into the concrete. Sterling Bond also prevents free lime or lime salts in the cement from burning thru or blistering the *Holeproof*.

A concrete roof surfaced with Sterling *Holeproof* can be regarded as permanently weathertight. If occasionally inspected and perhaps touched up in places with a little *Holeproof*, such a roof will render weatherproof protection as long as the building stands. The roofing upkeep is practically negligible.

OTHER USES

In addition to its use as a surfacer, *Holeproof* is used for patching leaks in roofs in preparation for the application of a paint or liquid cement, such as Plastic Veneer.

Gutters, valleys, and rainpouts are waterproofed and preserved from rust by an application of *Holeproof*. It is also used for pointing up around ventilators, chimneys, ornices, and flashings, or for lining eavespouts and gutters. It stops leaks in irrigation ditches and culverts. Roofing tile imbedded in *Holeproof* do not hump or buckle—*Holeproof* takes up the expansion and contraction brought about by temperature changes and prevents the gathering of moisture between the tile and the roof base. *Holeproof* is an ideal waterproofing for large reservoirs and dams. Many other uses often suggest themselves.

QUICKLY APPLIED

To apply *Holeproof* all that is necessary is a plasterer's trowel or a spreader. *Holeproof* comes ready for application. It is simply removed from the barrel and roweled on in a smooth even coat. This can be done by any workman. There is no heating, thinning, or preparation of the material in any way. Simple but complete directions are given with every order. Anyone can do the work.

As a *Holeproof* roof never needs painting, retains its life and pliability and remains weathertight under the most severe conditions of exposure, it may be regarded as a truly permanent roof.



No more frost or water can get behind this flashing.



Sealing joints in stone coping. The cement had dried out and blown away, allowing water to seep thru and collect on interior wall. Holeproof won't blow away.



Pointing up around a copper down spout on the West side Market House, Cleveland.



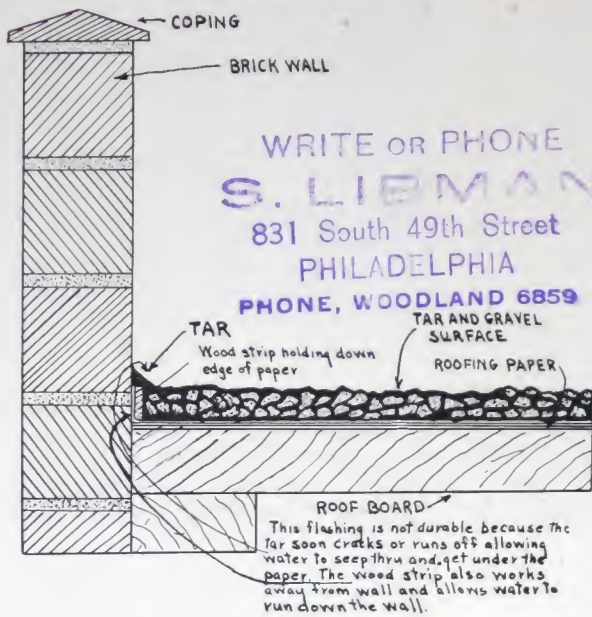
Sealing joints in a copper gutter. Rusty gutters should be entirely lined with Holeproof.



The home of Arrow Collars, owned by Cluett, Peabody & Co., Inc., Troy, N. Y., has a roof reinforced with Sterling Holeproof.

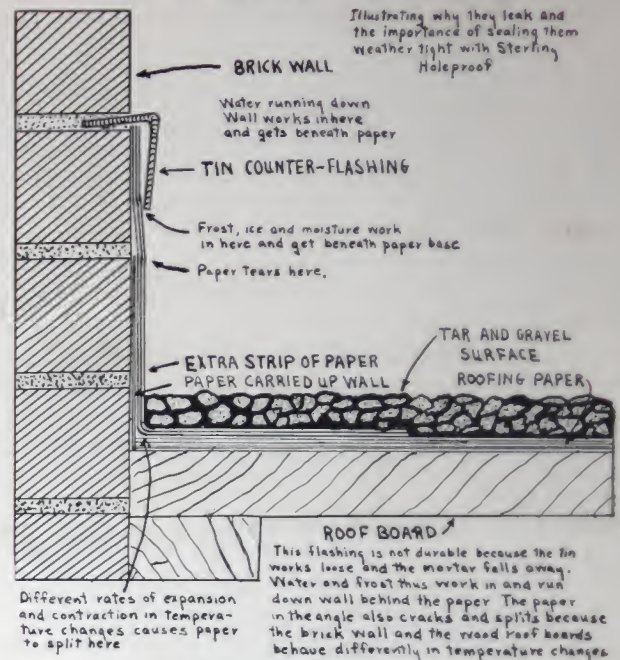
These drawings show why flashings leak and how they can be leak-proofed.

CROSS SECTION OF TYPICAL FLASHING
ON TAR AND GRAVEL ROOF



A sturdy coat of Sterling Holeproof carried about six inches out over the roof and six inches up the wall forms a permanently leakproof joint

CROSS SECTION OF TYPICAL FLASHING
WITH TIN COUNTER-FLASHING

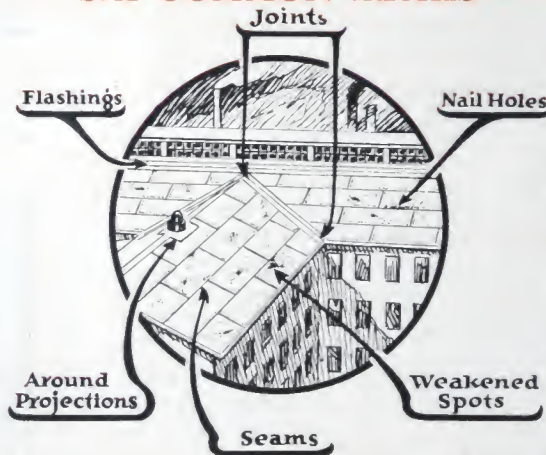


A sturdy coat of Sterling Holeproof carried about six inches out over the roof and six inches up over the flashing forms a permanently leakproof joint

SIX COMMON LEAKS

A few Holeproof users

AMERICAN STEEL FOUNDRIES,
Chicago, Ill.
AMERICAN STEEL DREDGE CO.,
Ft. Wayne, Ind.
AMERICAN PULLEY CO.,
Midvale, Pa.
AMERICAN RADIATOR CO.,
Springfield, Ohio
AMERICAN TUBE & STAMPING CO.,
Bridgeport, Conn.
BUREAU OF PARKS,
Albany, N. Y.
BARNETT HOSPITAL,
Huntington, W. Va.
BEAVER CHEMICAL CO.,
Glade Springs, Va.
BOSTON STORE,
Milwaukee, Wis.
CITY RAILWAY CO.,
Dayton, Ohio
CONSOLIDATED GAS & ELECTRIC CO.,
Baltimore, Md.
CRUCIBLE STEEL CO., OF AMERICA,
Syracuse, N. Y.
CITY OF DALLAS,
Dallas, Texas
CONDUITS CO., LTD.,
Toronto, Ont.
COMMITTEE ON MASONIC HOMES,
Elizabethtown, Pa.
CLARK COUNTY COMMISSIONERS,
Athens, Ga.
DE LAVAL SEPARATOR CO.,
Poughkeepsie, N. Y.
ELKS HOTEL,
Charleston, W. Va.
FARMER'S WAREHOUSE CO.,
Seattle, Wash.
GENERAL RY. SIGNAL CO.,
Rochester, N. Y.



Most roofs leak in the places indicated in the drawing above. Coat each place liberally with Sterling Holeproof.

A few Holeproof users

GENERAL ELECTRIC CO.,
Lynn, Mass.
HERBERT BRUSH MFG. CO.,
Kingston, N. Y.
HYDRO-ELECTRIC LIGHT & POWER CO.,
Connersville, Ind.
HAWES REFRACTORIES CO.,
Johnstown, Pa.
HEYWOOD BROS. & WAKEFIELD,
Gardner, Mass.
KELSEY WHEEL CO.,
Detroit, Mich.
GEO. E. KEITH CO.,
Campello, Mass.
MCMILLAN HOSPITAL,
Charleston, W. Va.

A few Holeproof users.

MUNICIPAL GAS CO.,
Albany, N. Y.
THOS. MADDEN SONS & CO.,
Indianapolis, Ind.
MONTMAGNY POWER CORP.,
St. Valin, Que.
NATIONAL ENAMELING-STAMPING CO.,
New York City, N. Y.
NATIONAL DESK CO.,
Herkimer, N. Y.
PAIGE DETROIT MOTOR CAR CO.,
Detroit, Mich.
PITTSBURGH COAL CO.,
Pittsburgh, Pa.
PETTIBONE-MILLIKEN CO.,
Chicago, Ill.
QUIDNICK-WINDHAM MFG. CO.,
Willimantic, Conn.
ROCKWOOD MFG. CO.,
Indianapolis, Ind.
STEEL & TUBE CO.,
Chicago, Ill.
SISTER PROVIDENCE HOSPITAL,
Montreal, Qe.
SEILER GUARANTEED ROOFING CO.,
Baltimore, Md.
TODD PROTECTOGRAPH CO.,
Rochester, N. Y.
UNITED ALLOY STEEL CORP.,
Canton, Ohio
U. S. FINISHING CO.,
Norwich, Conn.
UNITED SHIRT & COLLAR CO.,
Troy, N. Y.
UNIVERSAL FILM CO.,
Hollywood, Calif.
WOOD-MOSAIC CO.,
Louisville, Ky.
WEST SIDE MARKET HOUSE,
Cleveland, Ohio

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